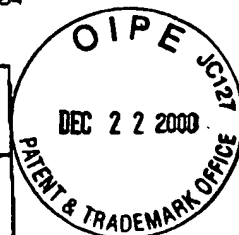


**COMBINED DECLARATION AND POWER OF ATTORNEY
FOR UTILITY PATENT APPLICATION**

Attorney's Docket No.

032838-001



As a below-named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name:

I BELIEVE I AM THE ORIGINAL, FIRST AND SOLE INVENTOR (if only one name is listed below) OR AN ORIGINAL, FIRST AND JOINT INVENTOR (if more than one name is listed below) OF THE SUBJECT MATTER WHICH IS CLAIMED AND FOR WHICH A PATENT IS SOUGHT ON THE INVENTION ENTITLED:

SYSTEMS AND METHODS FOR COLLECTING CONSUMER DATA

the specification of which

(check one)

☐ is attached hereto:

☒ was filed on March 22, 2000 as

Application No. 09/532,890

and was amended on _____;
(if applicable)

I HAVE REVIEWED AND UNDERSTAND THE CONTENTS OF THE ABOVE-IDENTIFIED SPECIFICATION, INCLUDING THE CLAIMS, AS AMENDED BY ANY AMENDMENT REFERRED TO ABOVE;

I ACKNOWLEDGE THE DUTY TO DISCLOSE TO THE OFFICE ALL INFORMATION KNOWN TO ME TO BE MATERIAL TO PATENTABILITY AS DEFINED IN TITLE 37, CODE OF FEDERAL REGULATIONS, Sec. 1.56 (as amended effective March 16, 1992);

I do not know and do not believe the said invention was ever known or used in the United States of America before my or our invention thereof, or patented or described in any printed publication in any country before my or our invention thereof or more than one year prior to said application; that said invention was not in public use or on sale in the United States of America more than one year prior to said application; that said invention has not been patented or made the subject of an inventor's certificate issued before the date of said application in any country foreign to the United States of America on any application filed by me or my legal representatives or assigns more than twelve months prior to said application;

I hereby claim foreign priority benefits under Title 35, United States Code Sec. 119 and/or Sec. 365 of any foreign application(s) for patent or inventor's certificate as indicated below and have also identified below any foreign application for patent or inventor's certificate on this invention having a filing date before that of the application(s) on which priority is claimed:

12/22/2000 14:07

312 5495

COMSCORE CHICA

PAGE 83/83

DEC-22-2000 18:58

P. 83/84



| COUNTRY/INTERNATIONAL | | APPLICATION NUMBER | DATE OF FILING (day, month, year) | PRIORITY CLAIMED |
|-----------------------|--|--------------------|--------------------------------------|------------------|
| | | | | YES NO |
| | | | | YES NO |

I hereby appoint the following attorneys and agent(s) to prosecute said application and to transact all business in the Patent and Trademark Office connected therewith and to file, prosecute and to transact all business in connection with international applications directed to said invention:

| | | | | | |
|---------------------------|--------|----------------------|--------|------------------------|--------|
| William L. Mathis | 17,337 | R. Danny Hamington | 17,803 | Gerald F. Swine | 30,113 |
| Robert S. Swackham | 19,885 | Eric H. Weidman | 30,505 | Michael J. Urr | 33,089 |
| Philo M. McIntyre | 22,124 | James W. Peterson | 26,057 | Charles F. Wichard III | 33,096 |
| Barton S. Duffey, Jr. | 22,030 | Teresa Smith Ren | 30,477 | Bruce T. Wichter | 37,813 |
| Norman H. Suppe | 22,716 | Robert P. Kraft | 25,883 | Todd R. Walcott | 34,040 |
| Donald L. Gendrecht | 24,970 | William C. Rowland | 30,888 | Ronald S. Jilkins | 31,979 |
| Frederick O. Michael, Jr. | 26,003 | T. Gene Dilshanty | 25,423 | Harold R. Brown III | 36,341 |
| Alan E. Kopecki | 25,813 | Patrick C. Koma | 32,838 | Allen R. Baum | 36,088 |
| Regis B. Stiner | 26,999 | Ernest J. Boggs, Jr. | 32,344 | Sтивен M. da Rosa | 35,023 |
| Samuel C. Miller, III | 27,360 | William H. Bena | 25,952 | Brian P. O'Shaughnessy | 32,747 |
| Robert G. Mihal | 28,531 | Peter K. Jidit | 31,917 | Kenneth R. Leffer | 36,975 |
| George A. Horvath, Jr. | 28,523 | Richard J. McGrath | 29,185 | Paul W. Hartweg | 37,226 |
| James A. LaBarre | 28,632 | Matthew L. Schneider | 32,814 | | |
| E. Joseph Gent | 28,510 | Michael G. Stumpf | 32,796 | | |

21839

and: Adam J. Carnak, Reg. No. 40,391

Address all correspondence to:

Samuel C. Miller, III
BURNS, DOANE, SWECKER & MATHEIS, L.L.P.
P.O. Box 1404
Alexandria, Virginia 22313-1404

21839

Address all telephone calls to: Samuel C. Miller, III at (703) 836-6620.

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

| | | |
|---|--------------------|------------|
| FULL NAME OF SOLE OR FIRST INVENTOR | SIGNATURE | DATE |
| Glenn FULGOM | <i>[Signature]</i> | 12/22/2000 |
| RESIDENCE | CITIZENSHIP | |
| Chicago, IL 60611 | United Kingdom | |
| POST OFFICE ADDRESS | | |
| 65 East Madison Place, Chicago, IL 60611 | | |
| FULL NAME OF SECOND JOINT INVENTOR, IF ANY | SIGNATURE | DATE |
| David ABRAHAM | <i>[Signature]</i> | 12/22/2000 |
| RESIDENCE | CITIZENSHIP | |
| Great Falls, VA 22066 | United States | |
| POST OFFICE ADDRESS | | |
| 2148 Windy Hollow Road, Great Falls, VA 22066 | | |

" DEC-22-2000 10:58

P.04/04

| | | |
|--|--|-------------------------------------|
| COMBINED DECLARATION AND POWER OF ATTORNEY | | Attorney's Docket No. 032838-001 |
| FULL NAME OF THIRD JOINT INVENTOR, IF ANY Michael BROWN | | SIGNATURE <i>[Signature]</i> |
| RESIDENCE Herndon, VA 20170 | | DATE 12/22/00 |
| POST OFFICE ADDRESS 1422 Kingstream Dr., Herndon, VA 20170 | | CITIZENSHIP United States |
| FULL NAME OF FOURTH JOINT INVENTOR, IF ANY Adam DAVIS | | SIGNATURE <i>[Signature]</i> |
| RESIDENCE Silver Spring, MD 20904 | | DATE 12/22/2000 |
| POST OFFICE ADDRESS 12510 Eastbourne Dr., Silver Spring, MD 20904 | | CITIZENSHIP United States |
| FULL NAME OF FIFTH JOINT INVENTOR, IF ANY Bryan MILLER | | SIGNATURE <i>[Signature]</i> |
| RESIDENCE Silicon City, MD 21042 | | DATE 12/22/2000 |
| POST OFFICE ADDRESS 3112 Dunes Drive, Silicon City, MD 21042 | | CITIZENSHIP United States |
| Ashburn, VA 20147 43543 Barley Ct., Ashburn, VA 20147 | | |